

For Formal Entry

Response 01, ADV1.004
Application 10/748,860

In the claims:

Claims 1-5. (canceled)

5

Claim 6. (Currently Amended) The A holder of claim 3 for a container
having a cap, said cap comprising:

a light source contained within the cap; and

10 a pair of conductors adapted to be in contact with a source of current exterior
to the

cap, the conductors being disposed so as to conduct current to illuminate the
light source when they are in contact with the source of current exterior to
the cap;

15

said holder comprising means for detachably contacting the cap, and
conductors providing a source of current to the pair of conductors in the cap
when the cap is in contact with the holder, said holder having multiple
portions for use with at least a multiplicity of containers having such caps,

20 wherein

a) there are a plurality of similar means for detachably contacting the
cap, and each means has a cross section substantially in the form of a
pair of parentheses, and wherein

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b) the means for detachably contacting the cap are so disposed that each container including its cap can slide from one portion of the holder to the next and fall into place at predetermined intervals,
whereby a group of containers would be lit and as one container is removed,
5 another container would fall into place and remain lit.

Claim 7. (canceled)

Claim 8. (Currently Amended) The A display rack of claim 7, comprising
means for directing light onto the top of each of a plurality of containers
10 having a clear cap, wherein the means for directing light is a plurality of light emitting diodes disposed at positions immediately above locations where a container cap is intended to be located.

Claim 9. (Currently Amended) A method for displaying product comprising
15 a) Providing a multiplicity of product containers, each having a cap; and
b) Loading the multiplicity of product containers into a rack having a multiplicity of locations for containers, wherein the rack has (i) a light emitting diode above each of a plurality of locations for the product containers and disposed to direct light onto the cap, wherein the cap is translucent; or (ii) a plurality of means for providing a source of current to the conductors of a cap of claim 1, said cap comprising a
20 light source contained within the cap; and a pair of conductors adapted
to be in contact with a source of current exterior to the cap, the
conductors being disposed so as to conduct current to illuminate the

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light source when they are in contact with the source of current
exterior to the cap.

whereby the caps of a plurality of the product containers are illuminated.